

191—37.55 (507B,514D) Use of statistics; jurisdictional licensing; status of insurer. Advertisements shall be in compliance with 191—subrule 15.3(5) and with the following:

37.55(1) An advertisement shall specifically identify the Medicare supplement insurance policy to which statistics relate and, where statistics are given which are applicable to a different policy, the advertisement shall state clearly that the data do not relate to the policy being advertised.

37.55(2) An advertisement that is intended to be seen or heard beyond the limits of the jurisdiction in which the insurer is licensed shall not imply licensing beyond those limits.

37.55(3) An advertisement shall not create the impression directly or indirectly that the insurer, the insurer's financial condition or status, the insurer's payment of its claims, or the merits, desirability or advisability of the insurer's policy forms or kinds of plans of insurance are approved, endorsed or accredited by any division or agency of this state or of the United States government.

37.55(4) An advertisement shall not imply that approval, endorsement or accreditation of policy forms or advertising has been granted by any division or agency of this state or of the United States government. "Approval" of either policy forms or advertising shall not be used by an insurer to imply or state that a governmental agency has endorsed or recommended the insurer, its policies, its advertising or its financial condition.

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